

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 575720 /		<u>Alt Order #</u> 09820868
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 09/19/12 - 09/24/12		<u>Estimate #</u> 1015
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 297.50
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	6	09/19/12	09/19/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$550.00	2.80			
N 2	6	09/20/12	09/20/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$550.00	2.80			
N 3	6	09/21/12	09/21/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$550.00	2.80			
N 4	6	09/24/12	09/24/12	M-F 5a-530a	5a-530a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$550.00	2.80			
N 5	6	09/19/12	09/19/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$685.00	3.10			
N 6	6	09/20/12	09/20/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$685.00	3.10			
N 7	6	09/21/12	09/21/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$685.00	3.10			
N 8	6	09/24/12	09/24/12	M-F 530a-6a	530a-6a		:30				NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$685.00	3.10			
N 9	6	09/19/12	09/19/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,550.00	3.80			
N 10	6	09/20/12	09/20/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,550.00	3.80			
N 11	6	09/21/12	09/21/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,550.00	3.80			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
575720 /	09820868

Contract Dates	Product	Estimate #
09/19/12 - 09/24/12	Crossroads GPS	1015

Advertiser	Original Date / Revision
Crossroads GPS	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	6	09/24/12	09/24/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,550.00	3.80			
N 13	6	09/19/12	09/19/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,435.00	4.80			
N 14	6	09/20/12	09/20/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,435.00	4.80			
N 15	6	09/21/12	09/21/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,435.00	4.80			
N 16	6	09/24/12	09/24/12	M-F 730a-8a	730a-8a		:30				NM	1	\$1,435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,435.00	4.80			
N 17	6	09/19/12	09/19/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,350.00	4.80			
N 18	6	09/20/12	09/20/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,350.00	4.80			
N 19	6	09/21/12	09/21/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,350.00	4.80			
N 20	6	09/24/12	09/24/12	M-F 8a-830a	8a-830a		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,350.00	4.80			
N 21	6	09/19/12	09/19/12	M-F 9a-10a	9a-10a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$335.00	3.20			
N 22	6	09/20/12	09/20/12	M-F 9a-10a	9a-10a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$335.00	3.20			
N 23	6	09/21/12	09/21/12	M-F 9a-10a	9a-10a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$335.00	3.20			
N 24	6	09/24/12	09/24/12	M-F 9a-10a	9a-10a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$335.00	3.20			
N 25	6	09/19/12	09/19/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$350.00	2.50			
N 26	6	09/20/12	09/20/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$350.00	2.50			
N 27	6	09/21/12	09/21/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$350.00	2.50			
N 28	6	09/24/12	09/24/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$350.00

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<u>Contract / Revision</u> 575720 /		<u>Alt Order #</u> 09820868
<u>Contract Dates</u> 09/19/12 - 09/24/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1015
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$350.00	2.50			
N 29	6	09/19/12	09/19/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$400.00	2.70			
N 30	6	09/20/12	09/20/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$400.00	2.70			
N 31	6	09/21/12	09/21/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$400.00	2.70			
N 32	6	09/24/12	09/24/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$400.00	2.70			
N 33	6	09/19/12	09/19/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$325.00	2.70			
N 34	6	09/20/12	09/20/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$325.00	2.20			
N 35	6	09/21/12	09/21/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$325.00	2.20			
N 36	6	09/24/12	09/24/12	M-F 4p-430p	4p-430p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$325.00	2.20			
N 37	6	09/19/12	09/19/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$385.00	2.60			
N 38	6	09/20/12	09/20/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$385.00	2.60			
N 39	6	09/21/12	09/21/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$385.00	2.60			
N 40	6	09/24/12	09/24/12	M-F 430p-5p	430p-5p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$385.00	2.60			
N 41	6	09/19/12	09/19/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$825.00	3.10			
N 42	6	09/20/12	09/20/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$825.00	3.10			
N 43	6	09/21/12	09/21/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$825.00	3.10			
N 44	6	09/24/12	09/24/12	M-F 5p-530p	5p-530p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$825.00	3.10			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 45	6	09/19/12	09/19/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$700.00	3.00			
N 46	6	09/20/12	09/20/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$700.00	3.00			
N 47	6	09/21/12	09/21/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$700.00	3.00			
N 48	6	09/24/12	09/24/12	M-F 530p-6p	530p-6p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$700.00	3.00			
N 49	6	09/19/12	09/19/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$825.00	3.60			
N 50	6	09/20/12	09/20/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$825.00	3.60			
N 51	6	09/21/12	09/21/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$825.00	3.60			
N 52	6	09/24/12	09/24/12	M-F 6p-630p	6p-630p		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$825.00	3.60			
N 53	6	09/19/12	09/19/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,635.00	6.60			
N 54	6	09/20/12	09/20/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,635.00	6.60			
N 55	6	09/21/12	09/21/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,635.00	6.60			
N 56	6	09/24/12	09/24/12	M-F 9-930p	9p-930p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,635.00	6.60			
N 57	6	09/19/12	09/19/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,550.00	6.40			
N 58	6	09/20/12	09/20/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,550.00	6.40			
N 59	6	09/21/12	09/21/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,550.00	6.40			
N 60	6	09/24/12	09/24/12	M-F 930-10p	930p-10p		:30				NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,550.00	6.40			
N 61	6	09/19/12	09/19/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,400.00	4.60			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u> 575720 /		<u>Alt Order #</u> 09820868
<u>Contract Dates</u> 09/19/12 - 09/24/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1015
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 62	6	09/20/12	09/20/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,400.00	4.60			
N 63	6	09/21/12	09/21/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,400.00	4.60			
N 64	6	09/24/12	09/24/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,400.00	4.60			
N 65	6	09/19/12	09/19/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$550.00	3.10			
N 66	6	09/20/12	09/20/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1	\$550.00	3.10			
N 67	6	09/21/12	09/21/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$550.00	3.10			
N 68	6	09/24/12	09/24/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$550.00	3.10			
N 69	6	09/22/12	09/22/12	Sa 7a-8a	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00	2.80			
N 70	6	09/23/12	09/23/12	NFL on FOX 12p	12p-CC		:30				NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				2	\$12,000.00	3.00			
N 72	6	09/23/12	09/23/12	Su 9p-930p	9p-930p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,700.00	5.10			
N 73	6	09/22/12	09/22/12	College Football on	various		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				2	\$1,800.00	6.00			
N 74	6	09/23/12	09/23/12	NFL on FOX Pregame	various		:30				NM	1	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$4,050.00	8.00			
N 75	6	09/22/12	09/22/12	Sa 6p News	6-630p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$550.00	4.50			
N 76	6	09/23/12	09/23/12	Fox 6 Blitz	1035p-1105p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$900.00	7.00			
Totals										297.50		77	\$94,500.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	77	\$94,500.00	\$80,325.00
Totals	77	\$94,500.00	\$80,325.00

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<u>Contract / Revision</u> 575720 /		<u>Alt Order #</u> 09820868
<u>Contract Dates</u> 09/19/12 - 09/24/12	<u>Product</u> Crossroads GPS	<u>Estimate #</u> 1015
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

31156

**CROSSROADS MEDIA, LLC**

MEDIA ACCOUNT
66 CANAL CENTER PLAZA
SUITE 500
ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA,
VA

68-525/560

9/17/2012

PAY TO THE
ORDER OF

WITI-TV

\$ **80,325.00

Eighty Thousand Three Hundred Twenty-Five and 00/100***** DOLLARS

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209

MEMO

CrossGPS WI Pres 9/19-9/24/12 ADD

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE - RED IMAGE DISAPPEARS WITH HEAT.

⑈031156⑈ ⑆056005253⑆

⑈2006 3288⑈

TWO SIGNATURES REQUIRED OVER \$10,000.00

SECURE
SAFEKEEPING
MP

CROSSROADS MEDIA, LLC
MEDIA ACCOUNT

WITI-TV

CrossGPS WI Pres 9/19-9/24/12 ADD

9/17/2012

80,325.00

31156

order
575720

Media Account

CrossGPS WI Pres 9/19-9/24/12 ADD

80,325.00